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#### Fact Sheets

The fact sheets in this section contain information and recommendations on ways to control HBP. They can be reprinted for organization newsletters, flyers, handouts at clinics, etc., and also can be combined with reproducible artwork included in Part three in the back pocket of the kit.

- ♦ It's Time for a Change — To High Blood Pressure Control
- ♦ Weight Control: Changing Your Eating Habits for a Lifetime
- ♦ Cardiovascular Benefits of Regular Exercise

# Handouts for Patients. Consumers, and Health Practitioners

These handouts discuss the rewards of HBP control for patients, consumers, and health practitioners.

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- ♦ Health Practitioners: Be a Blood Pressure Winner!
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  Revised NHBPEP Statement on Devices Used for Self-Measurement of Blood Pressure
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**Blood Pressure Control** 

#### Media Materials

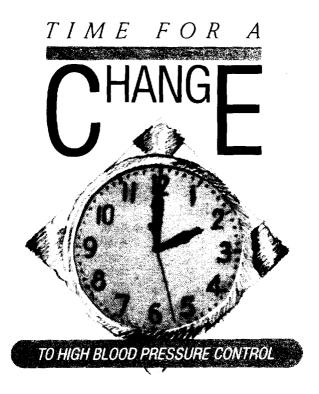
This section includes public service announcements, news releases, fact sheets for media, print advertisements, and a HBP Month proclamation.

- ♦ Public Service
  Announcements 11-15
  Send these PSAs to public
  service directors at local radio and television stations,
  requesting airtime as a nonprofit organization. Be sure
  to note the importance of
  playing the messages during
  May, National High Blood
  Pressure Month.
- ♦ News Releases 16-17
  Fill in the blanks on these news releases with appropriate information, and mail to local newspapers and newsletters with the accompanying fact sheet. Follow guidelines in "Channeling Your Message Through The Media" in this kit for follow-up activity.
- ◆ Fact Sheet 18
  Use this fact sheet as back ground information for all contacts with the media, enclosing it with releases, PSAs, etc.
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ou may have been told

more than once—
that you have
high blood pressure. Your doctor
may even have prescribed treatment. But
you've never gotten around to
following it: cutting down on
salt, taking the pills, or losing
those extra pounds. There was
always tomorrow, lots of time
ahead to get serious about reducing your blood pressure.

But now you're ready to take action. For reasons of your own — and those are the best ones — you've decided to do it. Well; what next? Here are some tips on *how* to get on track and start working with your doctor and other health professionals to get your blood pressure down.

#### 1. Get in Touch

- ♦ If you skipped your last doctor's appointment, don't waste time feeling guilty. For get the past, and look ahead. Set a new date for an office visit.
- When you walk in, simply say that you're ready now to

control your high blood pressure. Then ask your doctor and nurse to help.

#### 2. Set a Goal

- Along with measuring your blood pressure and telling you the reading, the doctor will have a goal blood pressure level for you to reach as you stay on your treatment.
- ♦ How long? You may want to know when you can expect to reach your goal. Feel free to ask, but keep in mind that every person is different. For example, it may take several weeks or months to reduce your craving for salty foods, lose weight, or find the right dosage of medication for you.

#### 3. Start Small

♦ Think big, but start small. It's unrealistic to expect success with *several* changes at once. Pick *one* and work on it until you've mastered it. Then add a second, and so on.

#### 4. Speak Up

- Ask questions. If you do not understand exactly what you are expected to do or how to go about it, find out. Ask your doctor or nurse to give you written instructions before you try to go ahead with your regimen.
- If you have unwanted effects from any aspect of your treatment, describe them to your health professional. Dosages can be adjusted, or another drug can be substituted for the one causing the problem.

#### 5. Keep at It

◆ Leave room for adjustments. If the first medication prescribed does not lower your blood pressure, your doctor may add or substitute another one. In that case, your body will need additional time to adjust. Also, your new pills may require a different schedule.

# 6. Reap the Rewards

 Listen for words of praise.
 In between the blood pres sure measurements and the problem solving with your health care professionals, be alert for positive signs that you are succeeding. For example, a reduction in blood pressure since your last visit or remembering every dose of your medication for a whole week are solid achievements, and you deserve credit. Involve a support network who will celebrate your achievements with you.

- ◆ Treat yourself well for succeeding. Find ways (besides eating, smoking, or drinking) to reward yourself for doing a good job. Mark every "milestone" along the way with a treat something special you like to do. The more milestones you set up, the more rewards you'll earn.
- ◆ Enjoy controlling your high blood pressure. Consider yourself a winner for making the changes needed to control your blood pressure. When you reach that goal pressure or as close to it as your doctor thinks you can come celebrate! You deserve it, and you'll benefit for a lifetime.



# 1. Set realistic goals

An average weight loss of 2 pounds per week is terrific! Don't expect to lose pounds you gained over 2 years in 2 months. It's a set-up for disappointment.

# 2. Planning means control

If you plan a whole day's meals and snacks in advance, you are less likely to stray and overeat. You will feel — and be — in control.

#### 3. Find new rewards

Make a list of the things you enjoy but never seem to have time to do. Then use them to reward yourself when goals are met. Reward yourself often.

# 4. Discipline, not despair

If you can't live without certain foods, learn to eat them *in moderation*. Hint: If ice cream is too tempting to keep on hand, walk to the store to buy a single scoop.

# 5. Make mealtime a pleasure in itself

Try to eat without the company of television, radio, or telephone. If you always eat while doing something else, eventually that other activity may "remind" you to eat even when you are not really hungry. Set the table, light the candles, and *enjoy* your meal.

# 6. Relax a minute before you eat

Take a moment to think about the meal you are about to eat, then eat it slowly.

# 7. Uninterrupted eating leads to overeating

Pause during your meals. Put down the fork between bites, or take sips of water to break your eating "rhythm."

#### 8. Beware of salad bars

Fresh vegetables *are* good choices, but ladles full of salad dressing can turn them into a high-calorie choice. Try using vinegar or lemon on your salad, or ask if low-calorie dressing is available.

# 9. Look carefully at "low-calorie specials"

A "dieter's plate" consisting of a beef patty and cottage cheese may contain more calories than a chicken salad sandwich and leave you feeling less satisfied.

# 10. How many calories do vou drink?

Beverages contain calories just as solid foods do. Remember to count them as part of your daily intake.



an vigorous exercise improve your cardiovascular health? Research findings demonstrate a real antihypertensive effect from regular dynamic exercise. People who exercise regularly and are physically fit develop increased stamina and greater resistance to fatigue. Furthermore, the bones, joints, lungs, body weight, blood sugar, emotional stability, and, most importantly, blood pressure of persons engaging in regular exercise all stand to benefit.

> Physical fitness is achieved through programs of sustained dynamic (aerobic) exercise swimming, fast cycling, aerobic dancing, rope jumping, jogging, and other activities that increase the heart and breathing rates. Twenty minutes of this type of exercise everyday can bring measurable rewards after just a few weeks. On the other hand, intense isometric exercise may cause an awesome rise in blood pressure with potential for vascular damage. Weightlifting and other "pumping iron" types of

exercise are not recommended for persons with high blood pressure.

Hypertensives who perform dynamic exercise repetitively under a physician's surveillance can reach the "conditioned" state and will usually achieve the slower resting heart rate that is of long-term benefit to the cardiovascular system. Additional rewards can be gained from this type of physical fitness.

• The slower the heart rate, the longer the heart can rest

between beats. The heart of a well-conditioned person, beating just 45 to 50 times a minute, can pump the same amount of blood as the heart of an unconditioned person beating 70 to 75 times a minute.

◆ The muscle of the heart's main pumping chamber en larges and beats more forcefully so that more blood is pumped out with each heartbeat — thus the heart becomes a more efficient pump.

 The number of small blood vessels that supply the outlying muscles increase, and the blood volume carried by these enhanced capillaries may increase by as much as 60 percent.

As a result of these and other healthy changes in the cardiovascular system, the blood pressure rises less during the actual exercising periods than it would otherwise, and the resting blood pressure also may be lower. As a further reward, exercise helps people lose pounds of heart-straining body fat, which in turn can lower the blood pressure in many people.

Finally, people who take up exercise tend to make other positive lifestyle changes. For instance, they may stop smoking; decrease their consumption of sodium, fats, and alcohol; and even moderate stressful behavior patterns.

All of these changes are beneficial. They protect against the development of high blood pressure, reduce cardiovascular disease, and add to life's enjoyment.



he potential rewards
for conducting a successful high
blood pressure
control program can
be yours. Many of the
rewards will be personal
in nature, such as the satisfaction of a job well done. But
here are some you may not
have thought of:

- contributing to improving the public health of the Nation by helping to reduce the risk of cardiovascular events, stroke, heart disease, and kidney failure;
- illustrating your program's effectiveness to funding agencies and other supporters;
- enjoying favorable media attention in your community for operating an effective program;
- benefitting from collegial

- contacts outside your organization made in the joint effort to control high blood pressure in your locality; and
- receiving the thanks of others for your professional skills and abilities.

Participate with others in the local community to set common goals for achieving high blood pressure control among treated hypertensives who have not yet achieved goal blood pressure. Establish local standards for procedures and techniques; develop protocols; divide the service delivery responsibilities; and agree on patient education content, materials, and activities. And don't forget to build in a way to evaluate your services. Then enjoy the biggest reward — the satisfaction of knowing that your efforts do make a difference.



very person who controls high blood pressure has found good reasons for following their prescribed treatment. Here are some rewards you may expect as you work to lower your blood pressure:

- less risk of stroke, heart failure, or kidney failure;
- a sense of well-being from knowing you are taking care of yourself;
- reassurance for your loved ones that you are investing in a healthier future;
- success with new habits that help lower your high blood pressure (e.g., reducing sodium or calorie intake and remembering to take all your medication every day); and

 satisfaction that comes from reaching the goal blood pressure set by you and your doctor.

Use these reasons — or think of others that are important to you — for deciding to stay on treatment and get that blood pressure down.

Whatever your treatment for high blood pressure — dietary changes, weight loss, exercise, daily medication, or a combination of these — following all elements of your treatment every day will pay off in your favor.

And when you succeed—with dietary changes or pill-taking schedule—treat your self well! Find some special activity or break from your routine to reward yourself, and do it often.

The second of th

The state of the art regarding devices for the self-measurement of blood pressure is represented in this newly released statement available from the National High Blood Pressure Education Program (NHBPEP), 120/80 National Institutes of Health, Bethesda, Maryland 20892.

In view of increased public awareness about these devices, new information available on their use and accuracy, and increasing professional interest in ambulatory or 24-hour blood pressure monitors, a working group was convened to update and expand the 1980 NHBPEP Statement on Blood Pressure Measurement Devices Used by Consumers.

The 1985 statement ad dresses the use and accuracy of noninvasive and ambulatory monitors as well as of portable home devices and stationary automated machines. Major findings follow.

- Nonelectronic mercury and aneroid home blood pressure measurement devices that are used in conjunction with a standard stethoscope are considered reasonably accurate.
- Digital readout (electronic) home blood pressure monitors are considered sufficiently accurate for home use in most instances if patients and clinicians responsible are aware of the potential problems involved in their use.
- ◆ The reliability of stationary or coin-operated devices is considered limited. Users of these devices are encouraged to talk to their doctor before taking any action as a result of a blood pressure reading on one of these machines.

\* Ambulatory monitoring systems are still considered investigational as their clinical usefulness remains undetermined. Further more, these systems are not intended as a routine, practical, or cost-effective means for monitoring the majority of patients being treated for essential hypertension. Ambulatory systems are recommended for use in a selected number of patients only.

The new statement expresses both the benefits and concerns regarding the use of these three types of devices. Benefits for the general public include the importance of the devices in finding previously unaware hypertensives and in diagnosing those with borderline pressures. Concerns include the improper interpretation of readings and false self-diagnoses of high blood pressure. Benefits for the hypertensive patient include more active involvement of family members in the treatment program and enhancement and simplification of the treatment program. In addition, selfmeasurement may initially obviate the need for more frequent office visits during the therapy adjustment period. Concerns for the diagnosed hypertensive include inappropriate self-adjustment of therapy, over-consciousness of blood pressure readings, and inaccurate readings as a result of improper use of the equipment.

Recommendations for use of self-measurement devices are summarized below.

- Users of home or stationary devices must be provided with information about where to follow up on an elevated reading.
- Complete written instructions on how to measure blood pressure must accompany equipment.
- ◆ The clinicians who recommend home measurement must provide or arrange for patient instruction in measurement, calibration, and record-keeping techniques and must make an effort to help in the selection of accurate and reliable equipment.

The information contained in the statement will be helpful to the general public, the hypertensive patient, and the clinician.

# REVISED NHBPEP STATEMENT ON HYPERTENSION IN THE ELDERLY

Epidemiologic data indicate that elevated systolic blood pressures as well as diastolic elevations are associated with increased morbidity and mortality. In addition, in the United States and other western industrial countries, the prevalence of isolated systolic hypertension increases with age. Currently, a growing body of evidence indicates that elderly hypertensives benefit from treatment, and are well able to tolerate therapy for un controlled hypertension. Therefore, the questions of when and how to treat hyper tension in persons over age 65 take on even greater importance. Consequently, the National High Blood Pressure Education Program (NHBPEP) convened a working group in 1984, chaired by Ray Gifford, M.D., to examine results of recent clinical trials and other intervention studies and to develop consensus statements on the following topics:

 the levels of diastolic and systolic blood pressure warranting the initiation of treatment (both nonpharmacologic and pharmacologic therapy) in elderly patients;

# HEALTH EDUCATION IN HIGH BLOOD PRESSURE CONTROL

goal blood pressures for people over age 65;

 recommendations con cerning the antihypertensive drugs of choice and appropriate dosages for elderly patients;

M-

- the accuracy of indirect blood pressure measure ments in the elderly;
- the frequency of the side effects of treatment in el derly patients and the effects of treatment on longevity and the quality of life.

The newly released NHBPEP Statement on Hypertension in the Elderly revises and expands a 1980 policy statement.

Available from: NHBPEP, 120/80 National Institutes of Health, Bethesda, Maryland 20892.

Results from controlled clinical studies have demon strated that a planned health education program can help reduce morbidity and mortality associated with uncontrolled high blood pressure. This working group recently prepared several documents to help practicing clinicians de velop planned health programs.

The first document defines the position of the National High Blood Pressure Education Program (NHBPEP) with respect to the role of health education in the care and treatment of hypertensive patients. The NHBPEP Coordinating Committee endorsed this position statement at its September 1985 meeting.

The second publication is a series of algorithms designed to assist physicians in planning health education programs to help control high blood pressure.

The third publication reviews the scientific evidence of the state of the art in health education regarding high blood pressure control. It addresses therapy maintenance and educational approaches to reducing associated risk factors. This document is appropriate for publication in the scientific literature.

Available from: NHBPEP, 120/80, National Institutes of Health, Bethesda, Maryland 20892.

# YOU AND YOUR MEDICINE

#### It's Up to You

Your doctor has prescribed medicine to control your high blood pressure, but it's up to you to take the medicine every day. Do you know how important it is to stay on lifelong treatment? Untreated high blood pressure can cause heart failure, stroke, or kidney damage.

The doctor has prescribed a treatment plan that is right for you. Using home remedies like herbs or depending only on a "healer" instead of following your doctor's advice will not control your blood pressure. Become a partner with your doctor, working together for a longer and healthier life.

If you are not ready to take an active part in controlling your blood pressure, take some time to discuss the rea sons with your doctor.

# Remember Treatment Regimen

In this pamphlet, you will find ways to make taking your medication easier. By under standing how to fit your medication into your daily schedule, it will be easier for you to reach your goal blood pressure. You will be advised to take your medicine on a regular schedule. But how do you do that? How do you remember to take your pills at the right time every day? It will mean developing new habits and adjusting your life style. There are a number of ways to form a medication taking routine. Many of them can fit comfortably into your daily life.

The state of the s

Let's start by writing down your medication and schedule below. Ask your doctor or nurse to help. Under "A," list every high blood pressure medication and any other medicines you take. Under "B," circle the number of times each day you take each medication. Under "C," write the purpose of each medication.

A. MEDICATION

The names of the pills I take are:		
	1 2 3 4 times a day	
	l 2 3 4 times a day	
	1 2 3 4 times a day	
	1 2 3 4 times a day	
	1 2 3 4 times a day	
	1 2 3 4 times a day	

B. DOSAGE

C. PURPOSE

There may be a lot to remember about your medication and the schedule for taking it. Because everyone's daily activities are different, it is best to fit your medication schedule into your personal routine. The chart below can help you select daily activities that you can do together with taking your high blood pressure medication.

D. Check the activities you remember to do every day 17 davs a weekt.

> Brush my teeth Eat breakfast

Wash my face Eat lunch

Shave

Watch television

Eat dinner

E. Fill in ways you could use each activity to remember to take your pills (follow the examplest.

Put my pills next to my toothbrush

Put my pills on the dinner table



Now that you have named your daily activities, choose one or two and use them to start a new habit. If one activity does not help you remember your medication, try another. You will find that certain activities fit into your schedule and suit your personal needs better than others.

# Staying on Track

Now you've decided to take your medication. You've made a start. Great! But there's more to it than just deciding to take your pills. There will be some problems to overcome, such as remembering to refill your prescription or planning ahead to take your medication with you when you're away from home. Sometimes you may forget to take your medication, or you may feel like stopping altogether. Don't give up! You're building a new habit, and that takes time.

If you miss one or more doses, call your physician for instructions to get back on schedule. A short-term change in the dosage may be required if you've been off your medication for any period of time. Do not take extra doses for the ones you missed.

#### Helpful Reminders

The following tips can help remind you to take your medication.

- ♦ Make a note on your calendar to take your medication every day.
- ♦ Leave notes on your night table, desk, refrigerator, and other noticeable places.

(Other)

(Other)

- ◆ Keep a pill box or bottle with a one-day medication supply in your pocket or purse so you'll always have your medication with you (i.e., shopping, working, other activities).
- ◆ Tell family members that you need their help to control your high blood pressure. Ask them to remind you to take your medication every day.
- Before traveling, check your medication supply. Be sure to carry it in your hand luggage.

# Assort San Chara

When you begin taking medication for the first time, you may notice changes. The doctor has probably told you what to expect. If you notice other changes such as weakness, do not stop taking the medicine, but be sure to tell your doctor. Your dosage or medication can be changed. Then, you and your doctor can find the medication that is right for you.

#### Dan't Forunt to Got !!

To control your blood pressure, you will have to take your medication every day no matter how you feel. This means you cannot let the prescription run out. Here are some suggestions to help you remember to refill your prescription.

- Each time you refill your prescription, note on your calendar when it will need to be filled again.
- \* Circle the date your prescription is to be refilled on the enclosed medication calendar.
- \* As a reminder, put your almost empty medication bottle where you will see it.

- Be sure to refill your prescriptions before leaving on a vacation or business trip.
- Ask your pharmacist if there is an available system for reminding you to refill your prescription, such as a reminder postcard or telephone call.

# Selecting a Pharmacy

By choosing a pharmacy that meets your personal needs, you can simplify your medication-taking routine. Here are some factors to consider when deciding on a pharmacy:

Does the pharmacist offer advice on medications?

Does the pharmacy offer counseling and health information?

Does the pharmacy provide educational materials, such as written instructions about your medicine?

Does the pharmacist show personal interest and ask about your progress?

Does the pharmacy have delivery or mail service?

Does the pharmacy have a credit service?

Does the pharmacy offer special discounts?

Does the pharmacy offer a generic alternative to your prescription?

Anto Life Windfield (1997) The Color

Is there a pharmacy near your home?

Is there a pharmacy near your job?

Is there a pharmacy in a nearby shopping center?

Is there a pharmacy at your doctor's office or clinic?

Is the pharmacy open early in the morning?

Is the pharmacy open late at night?
Is the pharmacy open at convenient hours on weekends?

# Considering the Budget

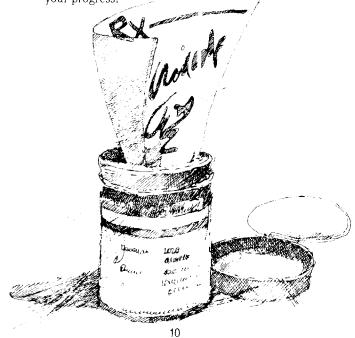
Because high blood pressure treatment requires continuous medication, you may want to consider ways of saving money.

- Ask your doctor about combination medicines. More than one medication can be put together in one pill.
   These combined medicines may be less expensive than the cost of single medications and may require fewer prescriptions to be filled.
- Check with your local social services office. You may be eligible for Medicaid or other benefits. These ser vices can help you with your medication expenses.
- If you are age 65 or older, some stores will give you discounts. Ask your pharmacist if this service is available.

High blood pressure cann

High blood pressure cannot be cured, but you can control it by remembering to take your medication every day. By building reminders into your daily routine, you can develop the habit of taking your pills on time. Choose a pharmacy that meets your personal needs. The pharmacist can also help with your medication-taking schedule. Compare convenience, prices, and services.

If you think you're experiencing unwanted side effects from your medication, discuss them with your doctor. Your medicine or your dosage can be changed. By working together with your doctor, you can reach your goal blood pressure and live a healthy and active life.



PSA #1 0:20

# (CITY/ORGANIZATION) HEALTH FAIR

It's May — National High Blood Pressure Month and the perfect time to learn more about controlling high blood pressure in your family. The <u>(organization)</u> makes it easy with a health fair on (day and date) from (time) .

Stop in — a small effort can make a big difference. Or call (telephone number) for more information.

#### PSA #2 0:30

# JOIN THE CONTROLLED GROUP

Did you know that over <u>(number)</u> people in <u>(city)</u> suffer from high blood pressure? This is a serious condition that, left untreated, can lead to heart attack, stroke, kidney disease, or death.

But the <u>(organization)</u> has good news! By following your treatment daily, you can join the <u>(number)</u> of your neighbors who treat themselves to life by controlling their blood pressure. We can help. Call us at <u>(telephone number)</u> for more information.

# NFWS RFI FASE

FOR IMMEDIAT	E RELEASE
or	
FOR RELEASE:	(date and time)
CONTACT:	(name)
	( ) (telephone number

# CITIZEN ALERT: IT'S TIME TO CONTROL HIGH BLOOD PRESSURE

(State/county/city) citizens are alerted by the health department to have their blood pressure checked during May, National High Blood Pressure Month.

According to (name of local health professional), (number) percent of the area's adult population suffers from high blood pressure, or hypertension, and are unaware of their condition. Of those who are aware, only (number) percent have their condition under control. These figures show marked improvement since 1976, but officials say intense efforts are necessary to further progress, according to (local spokesperson).

"The first step in improving control rates is to educate the public," (name) says. "When people understand what high blood pressure is and how serious its effects can be, they tend to get on treatment and bring their condition under control. We offer detection, follow-up, and counseling programs to identify the problem in those who are unaware, and to help aware hypertensives understand their condition and maintain normal lives under daily treatment," (name) added.

May is National High Blood Pressure Month, and the <u>(organization)</u> is sponsoring several free activities throughout May to focus extra public attention on high blood pressure.

The <u>(organization)</u> urges the public to check their blood pressure regularly and maintain treatment.

Blood pressure is the force of blood pushing against the walls of the blood vessels. High blood pressure results when blood vessels become narrow, forcing the heart to pump harder to push blood through the body. High blood pressure has been cited as a major cause of stroke, heart attack, and kidney failure in (number) of (state/county/city) residents.

Doctors do not yet know what causes high blood pressure. They do know that high sodium intake, obesity, and lack of exercise contribute to the disease. Although there is no cure, the condition can be controlled through daily treatment that includes sodium reduction, weight loss, moderate exercise to help lose weight, and daily medication.

According to <u>(name)</u>, patients sometimes have trouble adhering to treatment because it requires a change in routine activities. Unwanted effects that occasionally occur from medication also deter treatment maintenance. "It takes a daily, lifetime commitment that many people tend to neglect," <u>he/she said</u>. "We would like to encourage citizens of <u>(state/county/city)</u> to make a special effort to watch their diets, exercise regularly, and take their medication daily."

# # #

# **NEWS RELEASE**

FOR IMMEDIA	ATE RELEASE	
or		
FOR RELEAS	E: (date and time)	
(organization)	SPONSORS FREE (event)	
CONTACT:	(name)	
	( ) (telephone number)	

May is National High Blood Pressure Month, and the <u>(organization)</u> is launching a month of free health activities in recognition of the event with a <u>(event)</u> at the <u>(where)</u> (when) .

The <u>(organization)</u> is sponsoring the <u>(event)</u> and other activities to help focus public attention on high blood pressure. <u>(name of state/county/city coordinator)</u>, coordinator of the <u>(state/county/city)</u> program, says public education can help <u>(hundreds or thousands)</u> of <u>(state/county/city)</u> residents who have high blood pressure understand their condition better and work harder to control it.

"We're trying to emphasize the realistic steps people can take to control their high blood pressure," (name) said. "We've learned a lot in recent years about the roles sodium reduction, weight loss, and exercise can play in high blood pressure control.

"Events, such as next week's <u>(event)</u>, in addition to ongoing community information programs, help to heighten public awareness of the serious risks involved with untreated high blood pressure," (name) said.

"We're making great progress with community health programs," added <u>(name)</u>, "as the increases in public awareness and behavior change illustrate.

"Compared to two years ago, the number of people in <u>(state/county/city)</u> staying on their treatment and reaching goal BP rose <u>(percentage)</u>," <u>(name)</u> said. "We want that increase to continue."

High blood pressure, or hypertension, is the leading cause of stroke in this country. If left uncontrolled, high blood pressure also can lead to heart attack, kidney failure, and death. But hypertensives who control their blood pressure can lead normal healthy lives. Treatment usually involves medication that must be taken daily in addition to lifestyle modifications for successful control.

For more information on the <u>(event)</u> and other events this month, please contact <u>(name)</u> at (telephone number).

# # #



- Approximately 58 million
   Americans have high blood
   pressure almost 30 per cent of the adult population.
- ◆ Elevated blood pressures if left untreated can lead to stroke, heart failure, or kidney disease.
- Although more than onehalf of all hypertensives are aware of their condition, only about 10 percent maintain treatment that keeps their blood pressure under control.
- Annually, high blood pressure is cited as the primary cause of 60,000 deaths due to strokes and as a contributing factor in 1.5 million heart attacks.
- Although high blood pressure usually has no physical symptoms and cannot be cured, it can be treated and controlled.
- Medical experts do not know the cause of most high blood pressure, but research findings suggest that excess sodium intake and obesity are often associated with the disease.

# Facts About the National High Blood Pressure Education Program

- ♦ The National High Blood Pressure Education Program (NHBPEP) established in 1972 and coordinated by the National Heart, Lung, and Blood Institute is a cooperative effort of federal, state, and community programs working to control high blood pressure through a program of public and professional education.
- ♦ In 1974, the NHBPEP first recognized May as National High Blood Pressure Month. Since then, organizations nationwide join the NHBPEP every May in promoting education efforts in their local communities. Special events — including health fairs, screening and referral programs, and public speaking engagements help to heighten awareness and emphasize the importance of high blood pressure control.
- ◆ The NHBPEP includes all state health departments, numerous federal agencies, and more than 150 private-sector organizations such as professional societies, voluntary health associations, certifying and accrediting bodies, pharmaceutical companies, labor and management groups, and insurance companies.
- ◆ The NHBPEP focuses on increasing public and professional awareness of high blood pressure, its risk factors, and methods of control. The Program strives to reduce hypertension-related deaths and disability through improved detection and treatment efforts.
- ◆ The NHBPEP has achieved significant results, with stroke mortality dropping by more than 50 percent and heart attack deaths down by 30 percent after the first decade of the Program.

# County ("dy) Program (Complete to individualize your own program.)

(number) (state/county/ city) area residents are estimated to have high blood pressure. Only (number) percent of people have their condition under control. (Name of program) is a (state/county/city) organization working actively in public health (issues/activities) for (number) years. The (name of program) provides (types of services) to help hypertensives understand and adhere to their treatment. As (job title) of the program, (name of program coordinator) acts as the local spokesperson for all 1986 National High Blood Pressure Month activities.

# Part of taking care of business is taking care of my high blood pressure.



In my job I take care of a lot of things. Meetings, presentations, and the needs of a string of clients. So I've got a responsible job. I've also got high blood pressure. And I'm just as responsible in taking care of it. I take my blood pres-

sure pills, watch my weight and go very easy on the salt. I consider taking care of my high blood pressure part of my job. After all, how can I do well unless I take care of myself?

# HIGH BLOOD PRESSURE Treat it for life.

The National High Blood Pressure Education Program
The National Heart, Lung, and Blood Institute, National Institutes of Health
Public Health Service, U.S. Department of Health and Human Services

# My husband took good care of us. If only he'd taken care of his high blood pressure.



Looking back at it all, it just doesn't make any sense. We have everything we need except a husband and a father. If you have high blood pressure, take your pills, watch your weight and the salt. And if you think that is too much trouble...well...you just don't know about the trouble you could be leaving behind.

# HIGH BLOOD PRESSURE Treat it for life.

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# NATIONAL HIGH BLOOD PRESSURE MONTH

# PROCLAMATION

 $W\!HEREAS$  high blood pressure is a major cause of cardiovascular and related diseases, contributing to more than 770,000 deaths annually. . .

 $W\!HE\!RE\!AS$  great progress has been made during the past 12 years in publicizing the dangers of uncontrolled high blood pressure and fostering improved control of the disease. . .

WHEREAS the thousands of national and local organizations and groups that work for high blood pressure control can be justifiably proud of the gratifying results they have helped to achieve. . .

 $W\!HEREAS$  a national survey has shown that more than 90 percent of adult Americans know that high blood pressure is a serious disease that cannot be cured, only controlled by continued treatment. . .

WHEREAS an estimated 58 million Americans have high blood pressure and although half of those with hypertension are aware of their condition, surveys show that only one in ten satisfactorily control the condition. . .

 $W\!HE\!RE\!AS$  people with uncontrolled high blood pressure risk premature illness or death from coronary heart disease or kidney failure and people who effectively control the condition can lead normal, healthy lives. . .

#### THEREFORE as

I hereby proclaim the month of May 1986 as National High Blood Pressure Month, and I strongly urge all civic, scientific, medical, educational, voluntary, and health care organizations and professionals to join me in using this month—and the months and years to come—to educate the public, patients, and health care professionals in the detection, treatment, and control of high blood pressure.

FURTHERMORE, 18	strongly urge you, my fellow citizens, to have your blood
pressure checked regularly ar	nd, if it is high, seek and follow your physician's advice.

Signature Date



This is to recognize the volunteer contributions of
to high blood pressure control in our community.
Volunteer efforts such as these are fundamental to program success in reducing death and disability related to high blood pressure.
This certificate is offered with appreciation and pride.
signed
signed

Tiry garlic and lemon juice on fish; curry rosemary, and dill on poultry; and parsley, oregano, and thyme on vegetables and pasta. You'll love the taste and the benefits will last a lifetime!

Control your high blood pressure Use spices to flavor your food, and treat yourself to



FOLD

FOLD



Control your
high blood pressure
by cutting down on salt.
Use spices to flavor your food,
and treat yourself to
life!

Try garlic
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of Americans have high blood pressure. The good news is that it can be controlled. One of the benefits of controlling high blood pressure is a longer and healthier life! And high blood pressure can be detected easily and painlessly.

If your doctor prescribes medication, follow his or her advice and take your pills on schedule every day. If you lose extra weight and cut down on salt, you may lower your blood pressure and be able to reduce your medication.

Many community organizations need volunteers to help in the effort to control high blood pressure. You can help reduce preventable deaths and illnesses in your community. Join the fight!



DISFRUTE DE UNA MEIOR VIDA

de personas tienen alta presión de sangre. Lo bueno es que se puede controlar. Al controlar su alta presión, usted puede tener mejor salud y puede vivir mas años. Y lo bueno es que la alta presión se puede descubrir sin que usted sienta dolor.

Si su medico le receta medicina. usted debe seguir su conseio v tomar sus pildoras a la propia hora cada día. Si usted pierde peso y al mismo tiempo usa menos sal con su comida, a lo mejor puede bajar su presión de sangre y reducir las medicinas que tiene que tomar.

Muchas organizaciónes dentro de su comunidad necesitan voluntarios para ayudar a controlar la alta presión de sangre. Usted puede ayudar a reducir muertes y enfermedades en su comunidad. ¡Unase a este esfuerzo!



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# CROSSWORD PUZZLE

living a long and healthy

life, control your blood

pressure.

#### 16. and 14. \_\_\_\_\_ to 22. Even if you have severe 34. Blacks, persons with a Across Life! (this year's National high blood pressure, you family history of 1. High blood pressure High Blood Pressure may feel \_\_\_\_\_ because hypertension, and the increases the chances of Month themel high blood pressure has elderly are at a \_\_\_ having a 17. One way to reduce blood no symptoms. \_\_ \_\_ of developing high (two words). blood pressure (two cholesterol is to eat \_\_\_ 23. Lose weight if you are 6. High blood pressure words). meats. \_\_\_\_ to help keep your cannot be \_\_\_\_, but it blood pressure down. 36. It takes \_\_\_\_\_ to slowly 18. By working in can be treated. change lifelong habits, but cooperation with your 26. Errors excepted (abbrev.) 7. If you have a question it's worth the effort for a doctor, you may \_\_ 31. Experts recommend that about your medication, healthier life. the results of your efforts. you limit your \_ to your doctor. 19. This spice can take the 37. To help lose weight, walk consumption of these 8. This nondrug therapy will place of salt in a lowbeverages if you have rather than help you to feel better and sodium diet. high blood pressure. lose excess 39. Use of \_\_\_\_ weight while helping products can to control increase your your high blood risk of having a pressure. heart attack or 10. Consistency in stroke. therapy is the 41. Sodium chloride. \_\_ to 42. These types of controlling high treatments, in blood pressure. conjunction with 12. Family \_ prescribed drug can help in therapy, can help establishing reduce high new, healthier blood pressure. habits. 30. Those in high-risk groups should have their blood pressure every six Down months. 1. High blood 32. The top of a jar. pressure. 33. This food group is a 2. Compliance. good source of low-3. Remembering to sodium, low-calorie take medication nutrition. is enhanced if a can be used in hypertensive place of salt to flavor \_\_\_\_ his/her pill-taking your food. to another daily behavior 35. To control high blood such as brushing teeth. pressure, it may be 11. Weight gain in \_ 24. You must put your car 4. This body organ can be necessary to get into adults may lead to high into \_\_\_\_ to get damaged as a result of the \_\_\_\_\_ of taking blood pressure in later anywhere. high blood pressure. daily medication. life. 25. A\_ \_\_ of salt contains 5. Nondrug and \_\_\_\_ 38. Your doctor will 13. A type of boat or fish. 2,000 mg. of sodium therapies together can you that smokcontrol high blood pres-15. Proper treatment of high 27. This animal is a source of ing is hazardous to sure effectively. blood pressure can help low-fat meat. your health, espeyou live \_ \_\_\_. 6. Live longer, \_\_\_\_\_your 28. Many Americans do this cially if you have high blood pressure. 20. Isolated systolic hyperten for exercise. high blood pressure. sion (abbrev.) 9. To your chances of 29. \_\_\_\_ cereals (except 40. Walk to a nearby

for "instant" cereals)

are lower in sodium.

store rather than

to help get in shape.

driving your \_

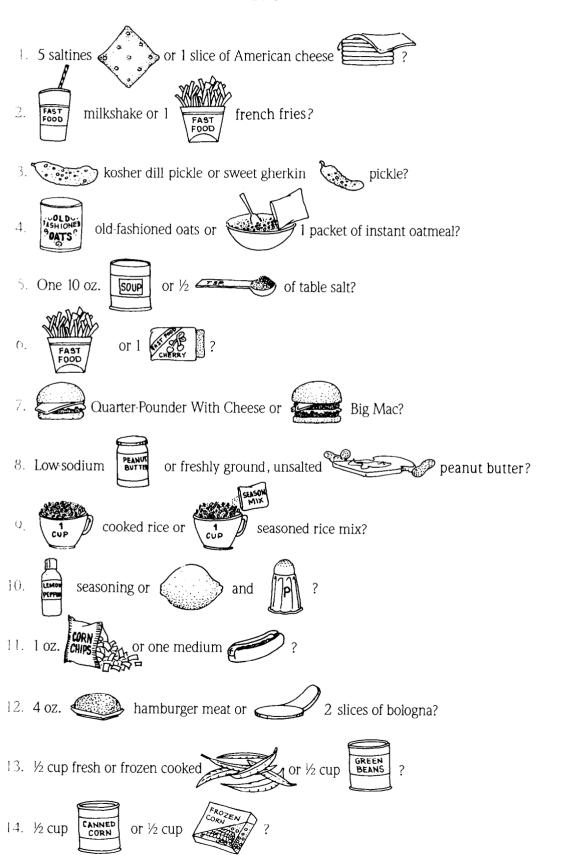
21. Rather than \_\_\_\_\_, boil or

fewer calories.

steam your vegetables for

# YOUR SODIUM SAVVY QUIZ

Circle the food in each question below that contains more sodium. (Hint: There may be some ties!) Answers and total milligrams of sodium for each food are listed on the following page.



# ANSWERS TO YOUR SODIUM SAVY QUIZ AND CROSSWORD PUZZLE

You were right if you picked the following foods as highest in sodium:



1. 1 slice of American cheese (450 mg)



2. Regular size "fast food" french fries (109 mg)



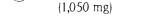
3. Kosher dill pickle (515 mg)



 1 packet of instant oatmeal (300 mg)



½ teaspoon of table salt (1,050 mg)





6. I "fast food" cherry pie (427 mg)



Quarter Pounder With Cheese (1,236 mg)



 Low-sodium peanut butter (less than 10 mg) or peanut butter made from freshly ground, unsalted peanuts (less than 10 mg)



1 cup cooked seasoned rice mix (600 mg)



Lemon pepper seasoning (805 mg)



1 medium hot dog (450 mg)



2 slices of bologna (400 mg)



½ cup canned green beans (350 mg)



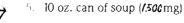
½ cup canned corn (350 mg)

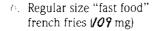
You were wrong if you thought the following foods were highest in sodium:

i. 5 saltine crackers (165 mg)

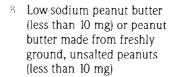


- 2. "Fast food" milkshake (300 mg)
- 3. Sweet gherkin pickle (90 mg)
- 4. Old-fashioned oats (less than 5 mg)

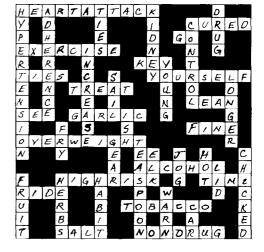




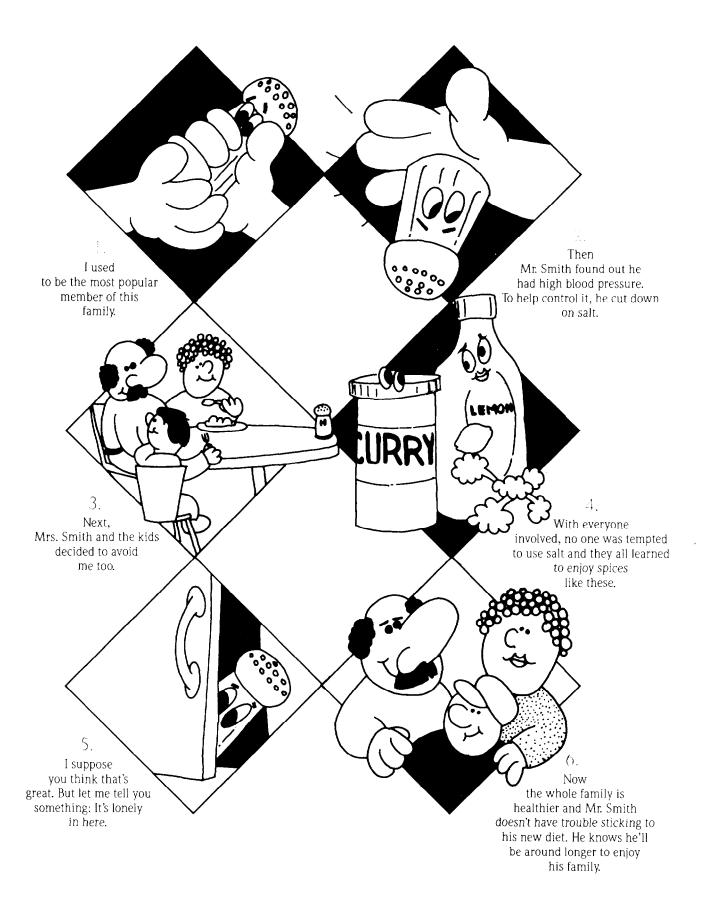
Big Mac (1,010 mg)



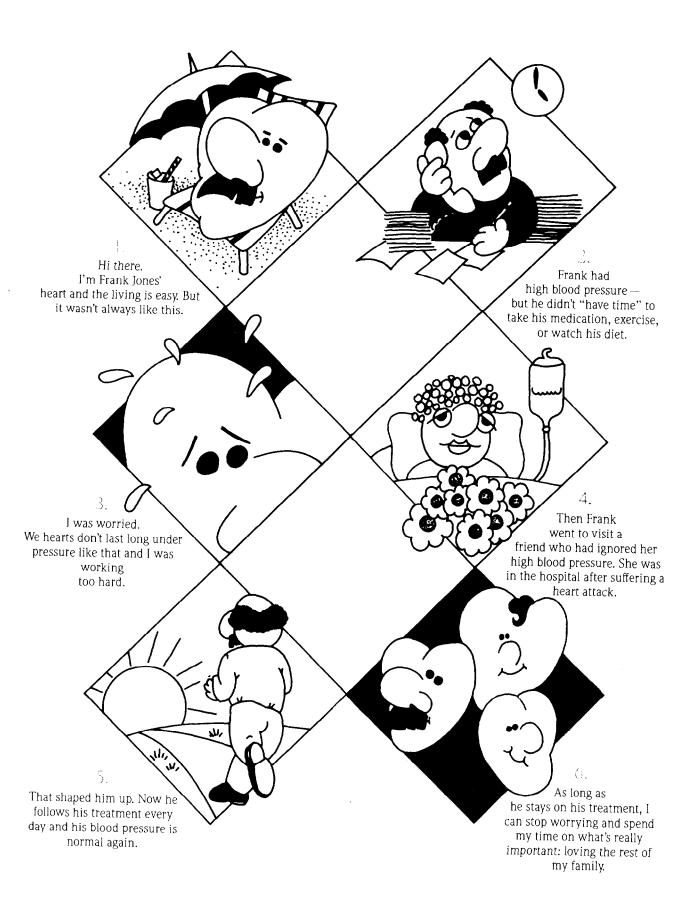
- 1 cup cooked rice (60 mg)
- Squeeze of lemon and sprinkle of pepper (40 mg)
- 1 oz. corn chips (245 mg)
- 4 oz. hamburger meat (70 mg)
- ½ cup fresh or frozen, cooked green beans (less than 10 mg)
- ½ cup frozen, cooked corn (less than 10 mg)



# "SODIUM BLUES"



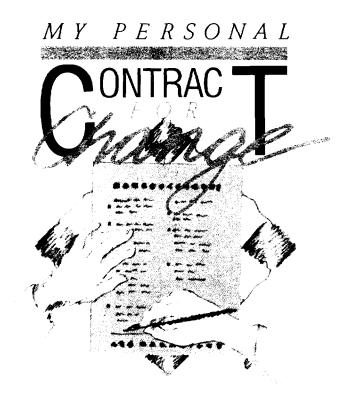
# "THE LIVING IS EASY"



# ARE YOU A HIGH OR LOW SODIUM USER?

The following survey will help you decide whether you are a high or low sodium user. Decide how often you eat the foods listed below, and check the appropriate column.

	Always (more than 3 times a week)	Often (1 to 3 times a week)	Rarely (1 to 3 times a month)	Never	If you placed most of your checks in the "Rarely" and
Entrees and Dinners Canned or dehydrated soup Frozen or canned dinners: beef stew, TV dinners, pizza, tacos, and enchiladas					"Never" columns, congratula- tions! You are probably a Low Sodium User. If you placed many checks in the "Always" or "Often" columns, you can
Meat, Fish, Poultry, and Meat Substitutes Canned meat, chicken, and turkey Meat spreads Canned fish in oil or brine: tuna, salmon, sardines Commercially prepared frozen poultry and fish: prebreaded fish, fish sticks, prebreaded chicken, and fried chicken Processed meats: luncheon meat, hot dogs, and sausage Cured meats: ham, bacon, and corned beef Soy products: imitation meats and sausages Canned beans and peas					be classified as a High Sodium User. Below is a sample contract for changing you from a High Sodium User to a Low Sodium User. The low-sodium alternatives listed below can help you implement the contract.  Many of these choices contain sodium but are lower in sodium than those on the pre- vious page.  For "homemade" dishes, simply follow your favorite recipe, cut salt in half, and con-
Vegetables Canned Frozen with sauces Vegetable juice Packed in brine (sauerkraut)					sult seasoning chart to add new taste to old favorites. Entrees and Dinners homemade soups, dinners, etc. Meat, Fish, Poultry, and
Dairy Products Processed cheese and cheese spreads Cheese food Blue cheese and cottage cheese					Meat Substitutes fresh or frozen meats, fish, and poultry dried and cooked beans and peas low-sodium processed meats
Buttermilk  Bread and Grains Instant hot cereal Instant potatoes Seasoned rice and noodle mixes					Vegetables fresh vegetables plain frozen vegetables low-sodium, canned vegetables
Snack and Dessert Foods Commercially baked products: cake, cookies, pies, pastries, doughnuts Salted crackers, chips, popcorn, and peanuts					Dairy Products natural cheese milk Breads and Grains regular hot cereal instant hot cereal plain potatoes, noodles, and rice
Condiments, Seasonings, and Sauces Catsup Barbeque sauce					Snacks and Dessert Products unsalted crackers, popcorn, chips, and peanuts frozen desserts
Steak sauce Gourmet mustards Meat tenderizer Table or sea salt Olives, pickles, and relish Commercially prepared salad					Condiments, Seasonings, and Sauces see seasoning chart lemon, lime, and pepper sweet pickles
dressing  Fast Foods Deluxe hamburger and cheeseburger Fish and chicken sandwiches Egg McMuffins					Fast Foods plain hamburger salad bar plain baked potato small french fries
		30			



My high-sodium habits are:	 	 	 	
2. Which of my high-sodium				_
habits am I willing to change?	 		 	
3. What will help me to change this habit?	 		 	
change this habit.			 	
4. What problems do I		 		
anticipate in changing this habit?				
5. What will I do to handle	 	 	 	
these problems?	 	 	 	
6. Goal: I plan to days out	 	 	 ***	
days. To achieve this goal, I				
need to:				
7. If I am successful, my reward will be:	 	 	 	
reward will be.			 	



- ◆ Vegetable Dip (appetizer) with fresh raw vegetables
- ◆ Salad with Oil and Vinegar Salad Dressing
- ◆ Chicken Broth and unsalted crackers
- ◆ Chicken With Tomato Sauce and Herbs
- ♦ Boiled potatoes
- ♦ Steamed green beans

#### RECIPES FOR MENU 1

# Vegetable Dip

1 8 oz. carton plain yogurt 2 tsp. dry mustard ¼ tsp. dill ¼ tsp. ground pepper

Combine all ingredients and chill.

Yield: 1 cup. Serving size: 1 tablespoon Per serving: 7 calories; 7 mg sodium; trace fat; 1 mg cholesterol.

# Oil and Vinegar Salad Dressing

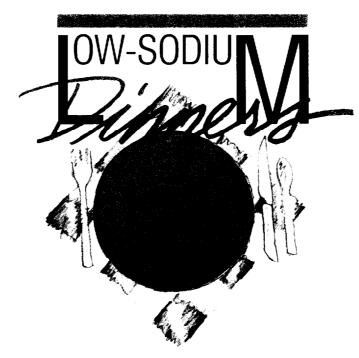
3 tbsp. vegetable oil
5 tbsp. wine vinegar
6 tbsp. water
½ tsp. celery seed
1 large clove garlic, crushed pinch of sugar
1 tsp. oregano
½ tsp. ground pepper

Mix well, and store in refrigerator.

Yield: 1 cup Serving size: 1 tablespoon Per serving: 23 calories; 0 mg sodium; 2.5 mg fat; 0 mg cholesterol.

#### Chicken Broth

3 lbs. meaty chicken bones, such as neck ½ cup leeks, coarsely chopped, or an equal amount of onion ½ cup onion, coarsely chopped ½ cup carrots, coarsely chopped 1 clove garlic, left whole 6 peppercorns, crushed 1 bay leaf ½ teaspoon dried thyme 20 cups of water



- Put the bones in a kettle, and add cold water to cover. Bring to a full rolling boil, and drain. Rinse the bones under cold running water until chilled. Drain.
- 2. Return the bones to a clean kettle, and add the remaining ingredients, including the 20 cups of water. Bring to boil, and simmer uncovered for 2 hours.
- Strain and chill the broth. Skim and discard the fat from the surface, and use the broth as required.

Yield: 7 ½ cup servings.

Per serving: 45 calories; 7 mg sodium; trace fat; 1 mg cholesterol.

# Chicken With Tomato Sauce and Herbs

6 large tomatoes, peeled, seeded, and chopped

1 medium onion, chopped

⅓ cup celery

2 tbsp. parsley, chopped

1 tsp. sugar

1 top. sugai

⅓ tsp. pepper

1/4 tsp. basil

1/4 tsp. oregano

1 garlic clove, minced

2 tsp. olive oil

2 lbs. chicken, skinned

1 tbsp. margarine or butter

- 1. Saute onion, celery, and garlic in oil
- 2. Add tomatoes and seasonings. Simmer over medium heat for 20 minutes.

- 3. While sauce is simmering, saute chicken in skillet.
- 4. Transfer chicken into baking
- 5. Pour sauce over chicken, and bake at 350° for one hour.

Yield: 8 servings. Per serving: 201 calories; 102 mg sodium; 7 g fat; 99 mg cholesterol.

#### RECIPES FOR MENU 2

# Gazpacho by the Cupful

1 medium tomato, peeled and diced

¼ cucumber, peeled and chopped ¼ green pepper, seeded and chopped

1 tbsp. onion, chopped 2 sprigs parsley, chopped ½ tsp. garlic powder dash hot pepper sauce

- 1. Combine all ingredients in blender, and liquefy.
- 2. Chill and serve.

Yield: 1 cup serving Per serving: 50 calories; 30 mg sodium; trace fat. Excellent source of iron, vitamin A, and vitamin C.

#### Lemon Salad Dressing

½ cup vegetable oil ½ cup lemon juice 1½ tbsp. honey ½ tsp. tarragon ½ tsp. thyme ½ tsp. oregano ¼ tsp. pepper

I garlic clove, crushed



- ♦ Gazpacho by the Cupful
- ◆ Salad with Lemon Salad Dressing
- ♦ Fish With Curry Sauce
- ♦ Steamed brown rice

Combine all ingredients, and shake well. Chill overnight, then remove garlic.

Yield: 1 1/4 cups.

Serving size: 1 tablespoon. Per serving: 75 calories; 0 mg sodium; 8 g fat; 0 mg cholesterol.

# Fish With Curry Sauce

1 lb. fish (steak or other thick fish) juice of 2 limes 1 tbsp. flour I tbsp. curry ½ tsp. dry mustard ¼ tsp. pepper pinch each of thyme, mace, mar joram, ginger 1 tbsp. corn oil 1 apple, chopped 1 banana, sliced 1 medium onion, chopped 1 clove garlic, minced 1 bay leaf I cup red wine ½ to 1 cup water or stock 1 cup mushrooms, sliced ½ tsp. brown sugar 1/4 cup raisins

- 1. Marinate fish in lime juice for 20 minutes.
- 2. Combine flour, curry, mustard, pepper, and spices. Set aside.
- 3. Saute apple, onions, garlic, bay leaf, and banana for 3-5 minutes.
- 4. Add dry ingredients. Stir until blended.
- 5. Stir in wine, water, mushrooms, brown sugar, and raisins. Simmer 5 minutes.
- 6. Place fish in greased baking dish. Bake at 400° for 10 minutes.
- 7. Pour sauce over fish, and continue baking for another 10 minutes.

**Yield:** 4 servings. **Per serving:** 339 calories; 78 mg sodium; 5 g fat; 67 mg cholesterol.